

## **Historic, Archive Document**

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1932

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ORIGINATOR  
AND GROWER  
OF  
EXHIBITION TYPES  
EXCLUSIVELY

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H. R. CHAPMAN  
ALLENDALÉ, NEW JERSEY

—MEMBER—

National Association of Commercial Dahlia Growers.  
Massachusetts Horticultural Society.  
American Dahlia Society.

OUR  
1932—INTRODUCTION



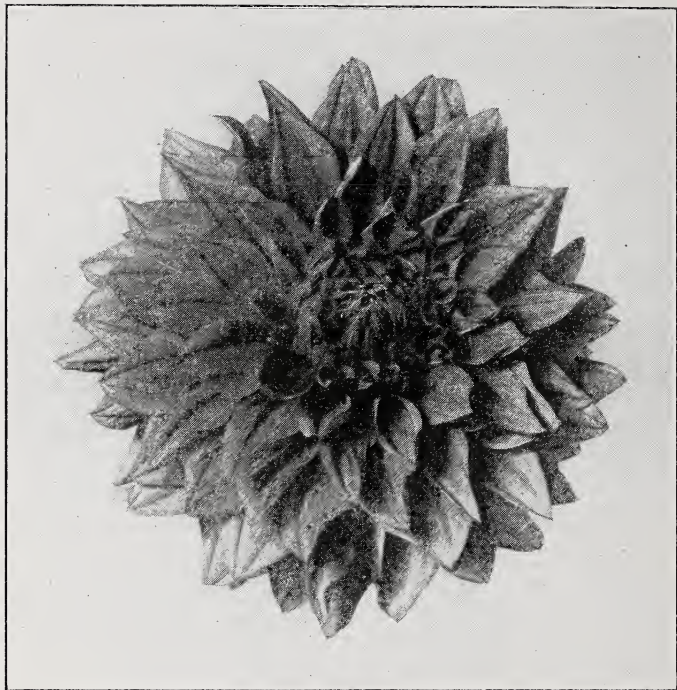
JANET SOUTHWICK  
ON THE  
HONOR ROLL 1931

OUR  
1931—INTRODUCTION



AMY MARTIN GARDIN

OUR  
1931—INTRODUCTION



FRANCES EARL

OUR  
1930—INTRODUCTION



CORA BUTTERWORTH  
ON THE  
HONOR ROLL 1929

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## INTRODUCING

ACHIEVEMENT (I. Dec.) Roots \$10.00, Plants \$5.00

A huge flower of gold with bronze shadings. A great prize winner. Petals curl and twist into a huge ball as deep as it is wide, with long sturdy stems, splendid for exhibition in size and color.

ANDREA ERICSON (I. Dec.) Roots \$7.50, Plants \$3.75

A clean cut beautiful flower, stems are graceful and hold the huge White blooms high above the sturdy plants.

AMY MARTIN GARDIN (I. Dec.) Roots \$7.50, Plants \$3.75

Our 1931 introduction, a profuse bloomer, an excellent keeper and the strong stems hold the blooms so they look you squarely in the face. The foliage resists all pests, the diameter of blooms are nine inches or more with out forcing and have a depth of five inches. The color is a deep tyrian rose reverse lighter, the petals are wavy and twist slightly .

AUTUMN GOLD (Semi-Cactus) Roots \$2.00 No Plants

The blooms are very large, color a bronzy lemon yellow tinged with gold and the plant is a strong grower.

BAGDAD (I. Dec.) Roots \$7.50, Plants \$3.75

The color is a flaming scarlet red, long strong stems holding the blooms high above the bush, the blooms are enormous, as well as a prolific bloomer. This dahlia will not fade and highly recommended by us.

CAPRICE (I. Dec.) Plants only \$3.50

An Honor Roll Dahlia and won the American Home Achievement Medal in San Francisco in 1930. A huge bloom of a soft yellow with salmon, amber and pink shadings, gradually deepening toward the tips of the petals. Stems are perfect and holds the blooms erect. A strong and healthy grower.

CARDINALIS (F. Dec.) Roots \$4.00, Plants \$1.50

The color is a brilliant cardinal red, attractive foliage, if you like reds this one should please you.



EDWARD THOMAS BEDFORD (I. Dec.)      Roots \$3.00, Plants \$1.50  
Purple violet, deeper than Kemps Violet Wonder. Medium height, foliage clean and resistant, the large blooms are carried on stiff stems and a very free flowering variety.

FORT MONMOUTH (Semi-Cactus)      Roots \$2.50, Plants \$1.00  
A giant bloom, color a rich wine with an underlying tone of brilliant crimson maroon and a slight blueish violet tone at the tips of petals. Prolific bloomer from early to late, stems very good and winner of many prizes at the shows.

FRANCES EARL (F. Dec.)      Roots \$5.00, Plants \$2.50  
A low growing plant and the color does not fade in the hottest sun. Color is a rich rhodamine purple, the blooms face both up and out, excellent stems that average 12 to 16 inches to first set of leaves. A prolific bloomer from early until frost.

FRAU O. BRACHT. (Semi-Cactus)      Roots \$3.00, Plants \$1.00  
A handsome shade of yellow, excellent stems, good substance and a good exhibition bloom, it should be in every good collection.

F. W. BUTLER (F. Dec.)      Plants only \$3.00  
One of Bessie Boston's described by many as an orange color but it is really a gold overlaid with a brownish red. Stem strong and heavy, a huge bloom and absolutely a unique coloring.

GOLDEN HARVEST (Semi-Cactus)      Roots \$5.00, Plants \$2.00  
A most striking variety, large blooms, color a sulphur yellow. A very prolific bloomer.

GRACE CURLING (I. Dec.)      Roots \$4.00, Plants \$2.00  
The color of the large blooms is white at the base then changing to lilac pink and rose. Stems hold the bloom well above the foliage which seems to be immune from the pests.

HALLOWE'EN (I. Dec.)      Roots \$15.00, Plants \$7.50  
On the Honor Roll for 1931 as Harvest Moon but re-named for the reason that a previous introduction bears the name Harvest Moon. The color is a peach with red center blending to a buff at the outer edges. The stems are sturdy holding the blooms slightly up. Blooms the originator states can be grown 10 to 12 inches in diameter and 5 to 5½ inches deep.

KATHLEEN NORRIS (I. Dec.)                      Roots \$3.00, Plants \$1.50  
The greatest pink dahlia ever introduced. A huge monster, a true rose pink later deepening to a mal'ow pink, but paler at the center. Stems are very good, petals are broad and centers tight.

KEMPS VIOLET WONDER (I. Dec.)                      Roots \$2.50, Plants \$1.00  
A giant rich naphthaline violet with underlying tone of royal purple, reverse lavender, form, stems and habit excellent.

KING MIDAS (I. Dec.)                      Roots \$2.50, Plants \$1.00  
Pure golden yellow, sturdy grower, free bloomer, very large and deep.

KING OF THE YELLOWS (I. Dec.)                      Roots \$10.00 net, Plants \$3.50 net  
One of Dr. Shattuck's new seedlings which received a certificate at Storr's in 1930. A very large flower with great depth, very fine high center and long stiff stems, perfect foliage, a beautiful buttercup yellow and we feel certain it will win for you.

LADY FRANCES (I. Dec.)                      Roots \$3.50, Plants \$1.75  
A splendid dahlia and has won at many shows since it was introduced. Color is an unusual shade of deep old rose with a golden sheen. Blooms are extremely large and well formed. Stem and habit all that could be desired. An excellent keeper at all times.

LARODA (Semi-Cactus)                      Plants only \$2.00  
A most beautiful dahlia. It is a silvery rose pink, blooms are large and well formed, held erect on good stems, a fine exhibition variety and high class in every respect.

MABLE S. DOUGLAS (I. Dec.)                      Plants only \$2.00  
A canadian dahlia that is very popular, color a pastel lavender, with long petals which curl gracefully. Highly recommended.

MARGARET E. BROOMALL (F. Dec.)                      Plants only \$12.50  
For size it appears that this dahlia may prove the largest in many shows the coming year and will no doubt create as much of a sensation as did Jane Cowl. Among its winnings as a seedling is the American Home Achievement Medal and a Certificate of Merit at Storr's. Color is a clear pure White, fine depth, excellent grower, it will be formidable contender for the largest bloom in the show, in the Exhibitions for 1932.

NEW GLORY (Semi-Cactus) Roots \$2.50, Plants \$1.25

This dahlia is large, standing on long stems, a vigorous grower, free bloomer, petals have a quilled effect near the points. Color is a light ox blood red with tips of petals blazed with white and almost black at the base.

NORTHWEST PRIDE (I. Dec.) Roots \$5.00, Plants \$2.00

An extremely large dahlia with a most attractive autumn coloring, a blending of salmon, apricot and bronze with reverse a rosy mauve. Stems strong, plants medium height, and free flowering. It is a western prize winner and does well in the east.

OMAR KHAYYAM (F. Dec.) Plants only \$3.50

This dahlia has been much admired wherever shown and received a certificate at Storr's. The coloring is a chinese red at the base, shading to bright orange and tipped lighter making a wonderful soft color effect. A tall healthy grower, foliage strong and a good root maker.

ORINDA (I. Dec.) Roots \$5.00, Plants \$2.50

Immense blooms carried on long stems, color one tone rich mauve pink. Plants are apparently insect proof and a winner of many prizes for the past two years at the shows.

PRINCE OF PERSIA (I. Dec.) Roots \$15.00, Plants only \$7.50

A huge bloom frequently 12 inches in diameter, color a rich glowing crimson, great depth and substance, stems long and stiff. It has every good habit and should be extremely popular.

ROSE FALLON (F. Dec.) Roots \$1.00, No Plants

A magnificent flower of a pleasing shade of amber russet and salmon, very large in fact a huge bloom. Perfect in form and excellent stems. True stock. Still winning many prizes in 1931.

SATAN (Semi-Cactus) Plants only \$12.50

A new introduction by Ballay for 1932. A most striking dahlia with every good habit and huge blooms as described by its originator. The color is a most beautiful red and we feel this dahlia will be a winner at the shows in 1932. It is as well on the Honor Roll for 1931.

CAROLYN THILL (F. Dec.)                      Roots \$10.00, Plants \$5.00  
A new introduction for 1932 by Fisher & Masson, a magnificent new shade, between old rose and chamois, petals have more texture of the rose than the dahlia. Free bloomer, stems perfectly straight and stiff, plants have a very rugged habit of growth and foliage apparently immune from pests. "ON THE HONOR ROLL."

CHARLES SMITH (I. Dec.)                      Plants only \$2.00  
The color is a lovely blending of cream with a rich pink at the tips, flowers are large and the plant has a good habit of growth. Excellent keeper when cut.

CHEMARS EUREKA (F. Dec.)                      Roots \$2.50, No Plants  
Color white with a touch of lavender pink which disappears as the bloom opens. Healthy grower, long stems and a good white.

CORA BUTTERWORTH (I. Dec.)                      Roots \$5.00, Plants \$2.50  
On the 1929 Honor Roll and is a giant bloom with an excellent stem, holding the blooms out and up, never the least pendent in the hottest weather. Color is a rich glistening primrose yellow, blooms are well formed, petals wavy, center high. Those who visit our gardens always express very favorable remarks as to its beauty.

DR. JOHN CARMAN (F. Dec.)                      Roots \$2.00, Plants \$1.00  
Exhibition bloom, broad petals, color tyrian rose tipped petunia and silver, stem stiff and heavy and was awarded certificate at Storr's.

DONNA CALIFORNIA (I. Dec.)                      Roots \$4.00, Plants \$2.00  
Deep rose pink suffused lavender, a huge bloom, stems strong and long, excellent foliage and a profuse bloomer.

DOROTHY STONE (I. Dec.)                      Roots \$3.00, Plants \$1.50  
A vigorous grower, very good foliage, color a rose pink, producing large blooms on long stiff stems. A very beautiful dahlia.

DWIGHT W. MORROW (I. Dec.)                      Roots \$10.00, Plants \$5.00  
A spectacular giant, healthy in every respect, an outstanding red and should be a consistent winner in the red classes.

EAGLE ROCK FANTASY (I. Dec.)                      Roots \$15.00, Plants \$7.50  
A glorious monster, imposing and beautiful in form and color. Huge broad florets tapering and tastefully notched at tips. Clear mallow pink of great size and depth, received certificate at Storr's and its habits are ideal. Stems are long straight and stiff, the bloom looks you straight in the face. Dark green foliage which seems to be immune from insect attack and should be a consistent winner in the shows.

IMPERIAL PINK (I. Dec.)

Roots \$10.00, Plants \$5.00

One of the most imposing dahlias shown in 1930 and the winner of many prizes. Graceful and artistic in every sense. Color a true pink with primrose shadings toward the center with a rose pink center.

JANE COWL (I. Dec.)

Roots \$1.00, Plants \$.50

Free bloomer, foliage very good and blooms are very large. It has no fault we know of, a vigorous grower, heat and pests do not harm foliage and excellent stems. The coloring is composed of bronze, buff and salmon shades, petals are broad and twist, a prolific bloomer and an exhibition dahlia in every sense.

JANET SOUTHWICK (I. Dec.)

Roots \$10.00, Plants \$5.00

A NEW COLOR and a DIFFERENT PETAL formation. The nearest color in any chart available classes it a DEEP TYRIAN ROSE with a Glistening Rose Sheen over all, making it especially beautiful.

Excellent stems holding blooms on top or out and well up. Foliage, one of the heaviest and toughest of all dahlias grown, pest proof in every sense and requires no spraying.

Blooms average 9 to 12 inches in diameter and 5 inches deep. WON best informal decorative seedling at A.D.S. show in New York in 1931. Florists Exchange and Horticultural Trade World call it, a rich rose variety.

ON THE HONOR ROLL OF THE AMERICAN HOME FOR 1931.

JEAN TRIMBEE (Semi-Cactus)

Plants only \$3.50

The color is a beautiful petunia violet, blooms are large and this dahlia was very popular the past season.

JERSEY'S EMPRESS (I. Dec.)

Roots \$1.00, No Plants

The blooms of this dahlia are very large, form and substance good, color a Anthrocene Violet and does not burn.

JIM MOORE (Semi-Cactus)

Roots \$3.50, Plants \$1.50

A beautiful Primrose yellow shading to gold with tints and flushes of salmon. Stem, foliage and substance very good.

JOSEPHINE G. (Semi-Cactus)

Roots \$5.00, Plants \$2.00

The color is a Thulite pink, petals are tipped with pinard yellow and may we say right here its a beautiful color in every sense. It scored 86 at the trials in 1929 and is a prolific bloomer and further has won many prizes the past season.

MARY ELLEN (I. Dec.)                      Roots \$5.00, Plants \$2.50  
Winner in 1930 of American Home Achievements Medal at the  
Baltimore Show. Color is a lavender pink and a seedling of Mrs.  
I. de Ver Warner with the same habit of growth as its parent.

MARYLAND ORANGE (Semi-Cactus)      Roots \$10.00, Plants \$5.00  
A brilliant combination of red and orange, with the orange pre-  
dominating. A full centered deep flower and a mighty pleasing one.

MEADOWBROOK (F. Dec.)                      Roots \$10.00, Plants \$5.00  
Light mallow purple with edges of mallow pink, excellent flower-  
ing habit and can be grown to a huge size. Stem extra heavy,  
usually 12 inches and possessed with leathery foliage. This dahlia  
was rated 87 at the Trial's in 1929.

MINNIE EASTMAN (Semi-Cactus)                      Roots \$2.50, Plants \$1.00  
A very popular dahlia, color bright flame with under shadings of  
deep yellow. Stems long and erect, foliage very good.

MONMOUTH CHAMPION (I. Dec.)      Roots \$4.00, Plants \$2.00  
A champion in every sense. Color is a bright xanthine orange, blooms are very large, stems long and stiff, a prolific bloomer, strong and vigorous grower and a high class dahlia in every respect.

MRS. ALFRED B. SEAL (I. Dec.)                      Roots \$3.50, Plants \$1.75  
A huge old rose bloom and held high on long stems, a vigorous  
grower, foliage very good and a dahlia very much admired by all  
visiting our garden.

MYRA HOWARD (I. Dec.) Plants only \$7.50  
On the Honor Roll for 1931 and winner of the American Home Achievement Medal in New York. It is a huge bloom approaching Jane Cowl in color and form excepting there are a few florets at the base of the petals which twist slightly. Distinctly an autumn shade, very good stems, a healthy and strong grower.

NANAQUAKET (F. Dec.)    Roots \$1.00, No Plants  
A very beautiful dahlia with a white ground overlaid with an amaranth pink. It could be called an orchid pink. Blooms are very large, stem and foliage good. Immune from pests and very free flowering.

SEALS CALIFORNIAN (I. Dec.)                      Roots \$1.00, No Plants  
Blooms are large and the color is a bright golden at the center shading lighter at the outer petals, the tips are suffused very lightly with a bronze pink.

SHAHRAZAD (I. Dec.)                      Roots \$15.00, Plants only \$7.50  
A gorgeous deep pink that can not be fittingly described. Blooms are of great size and substance as well as depth. Stems straight, rigid and cane-like. This dahlia resembles Jane Cowl in many ways, a vigorous grower and well mentioned by all who have seen it.

TANG (I. Dec.)                      Plants only \$5.00  
Color a orange-flame with gold shadings and a tan reverse, a bright and showy color in every sense and very much admired by all who have seen it growing. The blooms face you, an excellent grower with heavy dark foliage.

TARRYTOWN (F. Dec.)                      Roots \$5.00, Plants \$2.00  
Its color is a deep chrome, with apricot and bronze tints. A huge bloom and great depth. The stems are long and stiff and the foliage very good. A very good exhibition variety.

WATCHUNG WONDER (I. Dec.)                      Roots \$4.00, Plants \$2.00  
This is a very spectacular dahlia, created a sensation in all the eastern shows and winner of many prizes. Color a royal red with a touch of gold at the center of the bloom, a very fine dahlia in every respect and one you should not overlook. Many times a winner for the largest bloom in the show.

WESTERN GIANT (I. Dec.)                      Roots \$5.00, Plants \$2.00  
A very fine dahlia from Washington state, color is a bright orange shading to bronze on the outer petals. Stems long and stiff, plants have good habit and are of medium height.

W. H. T. (F. Dec.)                      Roots \$4.00, Plants \$2.00  
A long stemmed flower of brilliant appearance in the garden. Blooms are very deep, color a cerise-rose with tints of mauve on the reverse, the face however gives a solid color and it is a fine grower.

WILL ROGERS (F. Dec.)                      Roots \$7.50, Plants \$3.75  
Early and very prolific bloomer. Blooms are large and well formed. A bicolored dahlia of a bright lavender blend and very attractive.



# EXTRA

## SPECIAL COLLECTION

of

## PLANTS

### COLLECTION #1—\$5.00

- 1 plant Donna California
- 1 “ Josephine G.
- 1 “ Monmouth Champion
- 1 “ Watchung Wonder

### COLLECTION #2—\$10.00

- 1 plant Tarrytown
- 1 “ Bagdad
- 1 “ Dwight W. Morrow
- 1 “ Janet Southwick

### COLLECTION #3—\$20.00

- 1 plant Achievement
- 1 “ Andrea Ericson
- 1 “ Bagdad
- 1 “ Dwight W. Morrow
- 1 “ Janet Southwick
- 1 “ Josephine G.
- 1 “ Meadowbrook
- 1 “ Orinda

The above prices are NET, shipments are prepaid and we guarantee delivery in good growing condition anywhere in the United States.

For further information please refer to the item “GREEN PLANTS” which will be found on another page in this catalogue.

## F R E E

On retail orders we include complimentary roots, plants and seed to the extent of 25% of your order, providing your remittance accompanies your order.

This year we have concluded if your order is received previous to April 10th, you may select such complimentary stock as you prefer and we will endeavor to send your preference instead of our selection where it is possible for us to do so. (When ordering state your preference.)

After April 10th we must reserve the right to send you complimentary stock of our own selection.

WE DO NOT INCLUDE COMPLIMENTARY ROOTS, PLANTS OR SEED ON SPECIAL OFFERINGS OR SPECIAL COLLECTIONS.

## G R E E N P L A N T S

We recommend GREEN PLANTS and have shipped them to all parts of the country including our extreme western cities, Seattle, San Francisco and Los Angeles.

We guarantee their safe arrival any where in the United States, that they will reach you in good growing condition and every year we have many letters complimenting us on the condition in which they were received as well as the healthy condition of the plant itself. You will find green plants produce a more healthy bush than does a root and as a rule better and larger blooms.

Green plants should be planted 4 inches deep in a heavy soil and 6 to 7 inches deep in a sandy loom.

Try one of our SPECIAL PLANT COLLECTIONS described on one of the other pages in this catalogue and we feel certain you will grow plants at one-half the price of roots in the future.

## S E E D

Again we have concluded to list a limited amount of seed from the best Decorative and Semi-Cactus types.

Mixed Seed                      \$2.50 per 100 or \$1.25 for 50

Named Parent Seed    5 00 " 100 " 2.50 " 50

Should you be interested in the named parent seed we will be pleased to send you the list upon request but have only a very limited amount of named parent seed for 1932.

I N T R O D U C I N G  
E X H I B I T I O N D A H L I A S  
1 9 3 2

In preparing our 1932 list we have included only the best Exhibition types of not only our latest introductions but as well introductions of merit from all other sources.

In particular we ask your consideration of "JANET SOUTHWICK" our new introduction for 1932, complete description listed on one of the following pages and on the HONOR ROLL for 1931.

The past season has been most satisfactory surpassing any previous season for 10 years.

We appreciate the loyalty of our friends in the many letters and compliments received, and further, the confidence placed in us which surely merits our thanks.

H. R. CHAPMAN,  
ALLENDAL, N. J.

P R I C E S

Nobody is interested in price alone, but everyone is interested in price—in relation to value.

We have values worth considering and further owing to the depression without lowering the quality we have reduced our list somewhat which will permit our friends to purchase such varieties as they may desire at a reasonable price in 1932.

G U A R A N T E E

We not only guarantee our roots and plants true to name and healthy in every respect and to replace them the following season with stock of like value but it is as well our policy to see you are satisfied.

For any reason should a root not sprout in three weeks, return it so we may replace it during the same season.

WE NEVER SUBSTITUTE WITHOUT YOUR PERMISSION.

S H I P M E N T S

Unless ordered otherwise roots will be shipped between April 15th and May 31st by parcel post or express. Plants between May 15th and June 15th. Stock ordered shipped before April 15th, we ship at the purchasers risk of drying out, rotting or freezing.

T E R M S

On all orders in excess of \$2.00 if cash accompanies such orders, we prepay all shipping charges on roots including insured parcel post or express, and on green plants we ship and prepay insured parcel post, special delivery. On orders under \$2.00 include 25 cents to cover shipping charges. In all instances Cash before shipment—Please.